

## CLAIMS

What we claim is:

1. A method of distributing multimedia marketing content and collecting marketing data, the method comprising the steps of:
  - A. generating a plurality of auto-loading storage devices containing automatically loadable multimedia marketing content and one or more automatically loadable marketing data collection programs;
  - B. providing a multimedia content serving system and a marketing data collection system on a communications network;
  - C. sending the auto-loading storage devices to remote users, each said remote user having use remote computing apparatus, whereby each remote user should receive at least one among the plurality of auto-loading storage devices;
  - D. causing the multimedia content serving system and data collection system to:
    - i. automatically network link with remote user apparatus through the communications network when one or more remote users access the multimedia content serving system and data collection system through the remote user's remote computing apparatus;
    - ii. for each said accessing remote user: (a) automatically transferring second automatically loadable multimedia marketing content to the remote user's remote computing apparatus, whereby the remote computing apparatus may automatically play the second automatically loadable multimedia marketing content; and (b) automatically receiving and processing remote user marketing data transferred from the remote user's remote computing apparatus by the

automatically loadable marketing data collection program running on the remote user's remote computing apparatus.

2. The marketing content distribution and information collection method of claim 1 wherein the auto-loading storage devices comprise digital storage media and the communications network comprises the Internet.

3. The marketing content distribution and information collection method of claim 1 wherein multimedia content serving system and marketing data collection system cooperatively communicate with web site systems, whereby each accessing user's computing apparatus may receive second automatically loadable multimedia content and transfer remote user marketing data to said marketing data collection system.

4. The marketing content distribution and information collection method of claim 1 wherein multimedia content serving system and marketing data collection system cooperatively communicate with web site systems, whereby each accessing user's computing apparatus may receive second automatically loadable multimedia content and transfer remote user marketing data to said marketing data collection system.

5. The marketing content distribution and information collection method of claim 1 also including receiving revenue from a third party in connection with distributing the third party's marketing content by performing steps A-D.

6. The marketing content distribution and information collection method of claim 4 also including receiving revenue from a third party in connection with distributing the third party's marketing content by performing steps A-D.
7. The marketing content distribution and information collection method of claim 1 in which the sending step (C) comprises sending the auto-loading storage devices by a manual shipping service.
8. The marketing content distribution and information collection method of claim 2 in which the sending step (C) comprises sending the auto-loading storage devices by a manual shipping service.
9. The marketing content distribution and information collection method of claim 5 in which the sending step (C) comprises sending the auto-loading storage devices by a manual shipping service.
10. The marketing content distribution and information collection method of claim 6 in which the sending step (C) comprises sending the auto-loading storage devices by a manual shipping service.
11. The marketing content distribution and information collection method of claim 5 wherein the remote user marketing data processing step D(ii) further comprises distributing remote user marketing user data to said third party.

12. The marketing content distribution and information collection method of claim 6 wherein the remote user marketing data processing step D(ii) further comprises distributing remote user marketing user data to said third party.

13. The marketing content distribution and information collection method of claim 9 wherein the remote user marketing data processing step D(ii) further comprises distributing remote user marketing user data to said third party.

14. The marketing content distribution and information collection method of claim 10 wherein the remote user marketing data processing step D(ii) further comprises distributing remote user marketing user data to said third party.